

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554**

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In the Matter of )  
 )  
Amendment of Section 73.622(b), )  
Table of Allotments, )  
Digital Television Broadcast )  
Stations. )  
(Macon, Georgia) )

MM Docket No. 01-1  
RM-10013

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To: Chief, Video Services Division

**COUNTERPROPOSAL OF  
GEORGIA PUBLIC TELECOMMUNICATIONS COMMISSION**

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## **SUMMARY**

Georgia Public Telecommunications Commission (“GPTC”), a Georgia state agency and the licensee of noncommercial educational television Station WGTV-TV, Athens, Georgia, submits this Counterproposal to the proposal of Gannett Georgia, L.P. (“Gannett”) to substitute DTV Channel 4 for DTV Channel 45 assigned to Station WMAZ-TV by the Commission. GPTC requests the substitution of VHF Channel 4 for UHF Channel 22, which has been assigned to Station WGTV-DT, the flagship station of GPTC’s Georgia Public Television Network, which provides public television and noncommercial educational programming to virtually all of Georgia.

GPTC’s request to operate Station WGTV digitally using a VHF channel is part of a broader plan to obtain VHF DTV allotments for as many of GPTC’s nine full-power television stations as feasible in order to achieve the more efficient, less costly and superior coverage of a VHF facility. Use of VHF facilities will not only permit more efficient use of the tax revenues supporting GPTC, but will also aid GPTC in implementing its Rural Broadband initiative, a novel plan designed to bring broadband Internet services to Georgia’s underserved and rural areas. GPTC’s proposal fully complies with all of the Commission’s DTV allocation rules and, in addition to achieving the economic benefits on which Gannett bases its request for the allotment of Channel 4 to Macon, will also serve the public interest by enhancing GPTC’s ability to bring the benefits of DTV and the Internet to the Athens/Atlanta area and surrounding rural and underserved areas. Because GPTC’s proposal is based on a compelling technical need and greater substantial public interest benefits than Gannett’s, the Commission should grant GPTC’s counterproposal and reject Gannett’s.

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To: Chief, Video Services Division

**COUNTERPROPOSAL OF  
GEORGIA PUBLIC TELECOMMUNICATIONS COMMISSION**

Georgia Public Telecommunications Commission ("GPTC"), by its counsel, hereby submits its counterproposal to the *Notice of Proposed Rule Making* ("NPRM") (DA 01-01, released January 5, 2001), in the above-referenced proceeding. The *NPRM* proposes the allotment of DTV Channel 4 at Macon, Georgia to Gannett Georgia, L.P. ("Gannett") as a substitute for WMAZ-DT's assigned DTV Channel 45. GPTC, licensee of noncommercial educational television Station WGTV-TV, Athens, Georgia, proposes instead the substitution of DTV Channel 4 for Station WGTV-DT's assigned DTV Channel 22. For the reasons set forth below, GPTC urges the Commission to amend the Table of Allotments for the digital television service, 47 C.F.R. § 73.622(b) ("DTV Table"), to change WGTV-DT's initial DTV channel allotment from Channel 22 to Channel 4, and to designate Channel 4, rather than Channel 22, as the reserved noncommercial educational channel assigned to Athens, Georgia. If so authorized,

GPTC will apply for and build out DTV Channel 4, Athens and operate the station as a noncommercial educational television station.<sup>1</sup>

## INTRODUCTION

Gannett is the licensee of Station WMAZ-TV (“WMAZ”), NTSC Channel 13, Macon, Georgia. Gannett has filed a petition for rule making asking the Commission to amend the DTV Table to substitute DTV Channel 4 for WMAZ’s assigned DTV Channel 45. On January 5, 2001, the Commission released the *NPRM*, and invited comments on and counterproposals to Gannett’s proposal, as well as competing petitions for rule making. See *NPRM*, Appendix ¶ 3.<sup>2</sup>

GPTC is an agency of the State of Georgia charged with providing educational and public telecommunications services to residents of the State. In partial fulfillment of that mandate, GPTC operates the Georgia Public Television Network, consisting of nine public television stations and twelve noncommercial educational television translators serving virtually the entire State of Georgia. Its flagship station is Station WGTV-TV, Athens, Georgia (“WGTV”), NTSC Channel 8. Located in Stone Mountain, Georgia, WGTV serves not only Athens, Georgia, the home of the University of Georgia, but also metropolitan Atlanta, which is the State capital, the largest city in the State, and one of the fastest growing and economically vibrant communities in the country.

In its *Sixth Report and Order* in MM Docket No. 87-268,<sup>3</sup> the Commission assigned UHF DTV Channel 22 to WGTV, and UHF allotments to 7 of the 8 other full-power stations licensed to GPTC. While those allotments will purportedly allow GPTC to

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<sup>1</sup> See Declaration of James Lyle, attached as Exhibit A.

<sup>2</sup> Counterproposals must be advanced in initial comments, which are due February 26, 2001, and this Counterproposal is accordingly timely.

<sup>3</sup> *In re Advanced Television Systems and Their Impact Upon the Existing Television Broadcast Service*, Sixth Report and Order, 12 FCC Rcd. 14588 (1997).

replicate the coverage area of the existing Georgia Public Television Network, the operating costs associated with those 8 UHF stations will be substantially greater than the operating costs of its current network. Since VHF stations are far less costly to operate than UHF stations, particularly when operating in a digital mode, GPTC has undertaken a coordinated effort to identify VHF channels that it can use at its various public television stations in lieu of the UHF allotments made by the Commission. Operating from a VHF platform will permit GPTC, which is largely dependent upon taxpayer funds for its operating and other expenses, to reduce operating costs and devote more resources to the educational programming offered over those television stations, as well as the programming on its fourteen public radio stations.

Employing a VHF platform for as many of its stations as possible will also facilitate GPTC's ability to expand the large array of instructional material distributed by satellite to more than 2000 schools and libraries serving over 1.4 million students in grades K-12 throughout the State. Many of those students, who live in rural and frequently economically deprived areas of the State, would not otherwise have access to some of the more advanced courses provided through the PeachStar system<sup>4</sup> or to the better quality instruction that a centralized educational system can offer.

VHF operation will also permit GPTC to implement its Rural Broadband initiative in a more efficient manner. That initiative, described in the excerpt from GPTC's recent request for funding from NTIA attached as Exhibit C, will provide Internet services via GPTC's DTV stations to Georgia's underserved population areas,

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<sup>4</sup> The PeachStar system provides programming, curricula materials, teacher training and services, delivered via the PeachStar Satellite Network and Georgia Public Television, to students of all ages throughout the State and the U.S. A description of the services of PeachStar as provided on the GPTC's home page is attached as Exhibit B.

using a method similar to the commercially available “DirecPC” service available from Hughes (DirecTV). The focus of the initiative is to deliver multi-media content using the digital television infrastructure that GPTC will build, employing high-speed bandwidth for outbound transmissions with lower-speed return service. The service will make use of a rich-media web portal built by three State of Georgia educational entities. Schools and residents of the State will receive Station WGTV’s digital signal off-air, just as they receive its analog signal, and will enjoy faster Internet service than they currently receive from slow speed dial-up services. Rural locations in particular, where commercial DSL and cable modems are unavailable, will receive immediate service and will therefore be able to participate in the Internet revolution to an extent not otherwise possible at this time.

GPTC’s Rural Broadband initiative will advance the Commission’s efforts to make Internet access available to rural and remote areas. In addition to this Rural Broadband Internet service, GPTC intends to use its DTV stations to offer extensive program-related services with respect to its broadcast programming, as well as datacasting and similar advanced services.

These services demand the most reliable, cost effective and redundant transmission systems and engineering, attributes most commonly found in VHF transmission. Accordingly, GPTC has analyzed the current DTV allotments for all nine of its stations and has identified six possible channel changes by which it could move six of its DTV stations from UHF to VHF channels.<sup>5</sup> Insofar as is relevant here, GPTC has

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<sup>5</sup> The instant Counterproposal involves only WGTV-DT, Athens, Georgia. The other five stations for which GPTC seeks to amend the DTV Table are the subjects of a separate Petition for Rule Making, which GPTC will be filing shortly, in which GPTC seeks the substitution of five VHF DTV channels for the UHF channels allotted. Of its three remaining public television stations, one has already been given a VHF allotment, and GPTC has been unable to identify suitable VHF channels for the other two.

identified Channel 4 as the best available, suitable VHF channel for DTV operation on WGTV. Operation on Channel 4 would enable WGTV to serve the metropolitan Atlanta area far more efficiently than operation on its presently allotted DTV Channel 22 – using an ERP of 3 kw compared to 600.2 kw – as well as offer the broadband services GPTC plans to make available statewide.

In addition, GPTC will be able to better serve a higher percentage of schools and home viewers within its noise-limited coverage contour on a VHF channel in the Athens/Atlanta market due to the serious multipath propagation problems GPTC expects to encounter. As the Commission is aware, multipath propagation is one of the most serious problems affecting the reception of 8VSB DTV signals.<sup>6</sup> GPTC anticipates significant multipath effects both within the Atlanta metropolitan area and in the hilly suburban and rural terrain served by WGTV. Since VHF is less affected by multipath propagation than UHF, a VHF allocation for GPTC's digital operations on WGTV is preferable.

Finally, VHF operation for WGTV is critical because GPTC has serious concerns about the availability of power for a second UHF transmitter at Stone Mountain, Georgia. Stone Mountain, the sole transmitter location currently available for WGTV's digital operations, is relatively inaccessible to utility companies, and would likely need significant wiring, air conditioning and building modifications to accommodate another UHF transmitter. The transmitter site is under the control of the Stone Mountain Memorial Association, another state agency, which sometimes causes requests for modifications or changes in use to be held up in the administrative approval process. A

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<sup>6</sup> See generally *DTV Report on COFDM and 8-VSB Performance*, OET Report FCC/OET 99-2 (September 30, 1999); see also *id.* at 15, 18, 22, 24-26 and n. 27.



VHF allotment for WGTV's digital operations would not only save GPTC money, but greatly ease the burden of construction and significantly improve WGTV's chances for a successful DTV transition.

Consequently, in accordance with the *NPRM* and Section 73.622(a) of the Commission's rules, 47 C.F.R. § 73.622(a), GPTC is submitting this counterproposal seeking substitution of Channel 4 for Channel 22 in Athens in the DTV Table. This counterproposal is mutually exclusive with Gannett's proposed allotment of Channel 4 to Macon.

Grant of GPTC's proposal is consistent with the Commission's technical requirements and would better serve the public interest than Gannett's proposal to use Channel 4 in Macon by:

1. bringing broadband service to the residents of Athens and surrounding communities, including the Atlanta metropolitan area, as well as neighboring underserved areas;
2. promoting a key component of GPTC's statewide network providing statewide public television service; and
3. achieving significant cost savings through the use of VHF channels that would enable GPTC to devote its limited resources to expanded programming and service offerings for the public, rather than on costly, unnecessary UHF operations.

For these reasons, as explained in greater detail below, the Commission should reject Gannett's proposal, grant GPTC's counterproposal, amend the DTV Table to substitute Channel 4 for Channel 22 in Athens, and designate Channel 4 as a reserved noncommercial educational channel.

## **DISCUSSION**

The Commission should grant GPTC's counterproposal. The substitution of Channel 4 for Channel 22 complies with the Commission's technical criteria, as

demonstrated in the engineering statement attached as Exhibit D. Moreover, it would better serve the public interest and would help facilitate the DTV transition serving the Athens/Atlanta market, and indeed throughout Georgia, to a far greater extent than the Gannett proposal.

**I. GPTC's Proposal Satisfies All Applicable Technical Criteria.**

Station WGTW is currently allotted DTV Channel 22 with an effective radiated power ("ERP") of 600.2 kW and an antenna radiation center height above average terrain ("HAAT") of 326.0 meters. Those facilities will allow Station WGTW-DT to replicate the protected service area of its current VHF NTSC Channel 8. GPTC has a construction permit for DTV Channel 22 (File No. BPEDT-2000419AAR), which authorizes WGTW to operate with an ERP of 600.0 kW at an antenna height radiation of 304 meters AAT using a nondirectional antenna. However, as demonstrated in Exhibit D, operating on DTV Channel 4, Station WGTW can serve essentially the same area using an ERP of 3 kW and a directional antenna (cardioid) with the main lobe oriented toward N270°E. GPTC would mount the antenna at the same place on its existing WGTW antenna tower as it plans to mount the DTV Channel 22 antenna, and would operate with an antenna radiation center HAAT of 304 meters.

This proposal satisfies the technical criteria applicable to requests for changes in the initial DTV Table that are set forth in Section 73.623(c) of the Commission's rules, 47 C.F.R. § 73.623(c). First, in accordance with Section 73.623(c)(1), GPTC's proposal satisfies the principal community coverage requirements of Section 73.625(a), as demonstrated at page 2 and Exhibit 11 of the engineering statement.

Second, with the exception of Gannett's mutually exclusive proposed allotment of Channel 4 to Macon, there are no stations to which WGTV's proposed DTV Channel 4 operations would cause more than *de minimis* interference. More specifically, as pages 2-4 and Exhibits 12 and 15-20 of the engineering statement demonstrate, GPTC's proposal satisfies the 2%/10% interference limits of Section 73.623(c)(2).<sup>7</sup>

GPTC also has a more critical technical need for a VHF channel than does Gannett. As described above, GPTC anticipates significant multipath propagation problems in the metropolitan Atlanta area and the hilly suburban and rural terrain served by WGTV. Gannett's Station WMAZ will be less affected by the problems associated with multipath propagation because Macon is less built up than the Atlanta area, and most of the rural area surrounding Macon is on relatively flat land less susceptible to multipath problems. With a VHF channel, which is less affected by multipath propagation than UHF, GPTC will be able to serve a higher percentage of schools and home viewers within its noise-limited coverage contour.

Thus, GPTC has a more compelling need for a VHF channel, and except for the proposal in the *NPRM*, GPTC's proposed channel substitution is consistent with the Commission's rules and could be granted.<sup>8</sup> Since GPTC submits that its proposal better serves the public interest, it urges the Commission to grant this request and deny Gannett's.

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<sup>7</sup> The potentially affected stations considered in the interference studies include Class A and Class A-eligible low power television stations. See Engineering Statement, page 3 and Exhibit 12A.

<sup>8</sup> See *In re Amendment of Section 73.622(b), Table of Allotments, Digital Television Broadcast Stations (Charlottesville, Virginia)*, Notice of Proposed Rule Making, 2000 WL 1741777 (F.C.C. 2000), at ¶ 7 (observing that proposals to modify a station's initial DTV assignment may be granted where the technical requirements of § 73.623 are satisfied).

## **II. GPTC's Proposal Would Better Serve The Public Interest.**

Once the Commission's technical requirements are satisfied, the Commission's decision whether to grant one of multiple mutually exclusive proposals turns on which will better serve the public interest.<sup>9</sup> Here, because GPTC's proposed channel substitution would bring far greater public interest benefits than Gannett's, the Commission should grant GPTC's request.

GPTC's counterproposal offers two major public interest benefits: (i) substantial cost savings, and (ii) more efficient implementation of its Rural Broadband initiative. While the first benefit, cost savings, would result from almost any proposed change from UHF to less expensive VHF operation, that benefit takes on new meaning in this case because the benefits of GPTC's cost savings would inure directly to the public. GPTC expects to save money with VHF operation because (i) the VHF antenna is lighter and requires less structural support and fewer upgrades than its UHF counterpart, (ii) VHF transmitters are less expensive than UHF transmitters, and (iii) VHF operational costs are lower – in this case nominally one hundred fold – 3 kW vs. 600 kW.<sup>10</sup> By reducing these expenses, VHF operation will permit GPTC to devote more of its limited resources to increasing and/or improving its educational television programming, radio programming, and instructional services provided via satellite to the people of Athens, neighboring

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<sup>9</sup> See, e.g., *In re Amendment of Section 73.622(b), Table of Allotments, Digital Television Broadcast Stations (Evansville, Indiana)*, Report and Order, 2001 WL 78833 (F.C.C. 2001), at ¶ 2 (granting channel substitution based on public interest analysis); *In re Amendment of Section 73.622(b), Table of Allotments, Digital Television Broadcast Stations (Salt Lake City, Ogden and Provo, Utah)*, Report and Order, 15 FCC Red. 10568 (2000), at ¶ 9 (choosing among competing proposals the one that best advanced the public interest).

<sup>10</sup> Moreover, as noted above, GPTC has grave concerns about the availability of sufficient power to its Stone Mountain transmitter location to support a second UHF transmitter. Consequently, amending WGTV's allotment to a VHF Channel will not only save GPTC and the taxpayers a great deal of money, but also greatly ease the construction burden and facilitate the DTV transition.

Atlanta, and nearby underserved areas. The Commission has recognized the importance of preserving the limited resources of noncommercial licensees such as GPTC and has granted DTV allotment substitutions involving a switch from a UHF to a VHF channel.<sup>11</sup> It should do so here as well.

Moreover, GPTC's counterproposal offers an additional benefit not present in the Gannett proposal: the more efficient provision of new and enhanced services to the people of the State of Georgia, especially in underserved rural areas, as part of the Rural Broadband initiative. Grant of this counterproposal could enable GPTC to bring broadband service to the Athens and Atlanta communities and surrounding rural areas, maximizing the Internet interactivity benefits anticipated from the transition to DTV. In addition, it would strengthen the portion of GPTC's statewide network serving the Athens/Atlanta area.

Proposals similar to GPTC's counterproposal and Rural Broadband initiative have enjoyed strong Commission support, even in the face of competing proposals. For example, in considering changes to the DTV Table for Salt Lake City, Ogden and Provo, Utah, the Commission adopted a proposal by eight television stations ("DTV Utah") to substitute both reserved and unreserved DTV channels in various Utah markets.<sup>12</sup> The DTV Utah proposal was regional in scope and was developed "to advance the quick and efficient implementation of DTV" in Utah.<sup>13</sup> In addition, it would have allowed an

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<sup>11</sup> See, e.g., *In re Amendment of Section 73.622(b), Table of Allotments, Digital Television Broadcast Stations (Evansville, Indiana)*, Report and Order, 2001 WL 78833 (F.C.C. 2001), at ¶ 2.

<sup>12</sup> See *In re Amendment of Section 73.622(b), Table of Allotments, Digital Television Broadcast Stations (Salt Lake City, Ogden and Provo, Utah)*, Report and Order, 15 FCC Rcd. 10568 (2000).

<sup>13</sup> *Id.* ¶ 2.

efficient, economical tower design and operation, fewer towers throughout the state, and improved consumer access to and interest in DTV services.<sup>14</sup>

The Commission favored the DTV Utah proposal over the others advanced because it “better serve[d] the goals of full DTV implementation.”<sup>15</sup> Moreover, the proposal “outweigh[ed] the individual interest” advanced by a competing applicant who sought to bring a first local television service to the community of Tooele, Utah, on one of the channels sought by DTV Utah.<sup>16</sup> In essence, the Commission embraced the DTV Utah plan because it would facilitate the DTV transition on the stations in the coalition, and in the market as a whole, by increasing consumer acceptance and use of DTV services.<sup>17</sup>

The same concerns favoring DTV Utah’s proposal weigh in favor of GPTC’s counterproposal over Gannett’s. GPTC’s counterproposal will offer expanded services to the people of Georgia, facilitating the DTV transition in Athens, Atlanta, and rural areas, increasing consumer use of DTV services, and bringing Internet access to remote locations where DSL and cable modems are unavailable. In addition, as part of GPTC’s coordinated effort to convert as many of its DTV stations as possible to VHF operation, GPTC’s counterproposal will bring a coordinated, statewide, innovative, cost-effective service to the people of Georgia, much as DTV Utah brought to Utah residents.

Gannett’s proposal lacks these same benefits. Indeed, Gannett advances two basic objectives in its Petition for Rule Making: (i) the cost savings derived from more efficient VHF operation, and (ii) the provision of service to a larger area than it covers

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<sup>14</sup> *Id.*

<sup>15</sup> *Id.* ¶ 9.

<sup>16</sup> *Id.*

<sup>17</sup> *Id.* ¶ 11.

with UHF operation.<sup>18</sup> The second claimed benefit is dubious, given the need to accommodate a large number of channels for numerous stations in limited space, the greater preclusive effect of WMAZ's expanded coverage, and the Commission's decision to favor replication over the maximization of existing coverage.<sup>19</sup>

As such, the only meaningful benefit that Gannett's proposal claims is savings, which "*could* be directed to programming and other services to benefit the public" – could, but may not be.<sup>20</sup> As a commercial enterprise, Gannett could just as easily be expected to direct its anticipated cost savings to some other profit-making endeavor that would benefit Gannett, or its shareholders, rather than the public. In contrast, any cost savings achieved by the GPTC will inure to the benefit of the public, enhancing GPTC's noncommercial, public and educational programming mission. Consequently, the Commission should reject Gannett's proposal and grant GPTC's counterproposal.

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<sup>18</sup> See *Gannett Petition for Rulemaking*, at ¶ 4.

<sup>19</sup> See generally *Sixth Report and Order* at ¶¶ 12-33 (discussing and adopting "service replication/maximization" approach).

<sup>20</sup> See *Gannett Petition for Rulemaking*, at ¶ 4 (emphasis added).

## CONCLUSION

For the foregoing reasons, the Commission should (i) reject Gannett's proposal, (ii) grant GPTC's counterproposal, (iii) amend the DTV Table of Allotments to allot and assign DTV Channel 4, in lieu of DTV Channel 22, to Athens, Georgia, for use by WGTW, and (iv) designate DTV Channel 4, Athens, as a reserved, noncommercial educational channel.

Respectfully submitted,



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Date: February 23, 2001



## CERTIFICATE OF SERVICE

I, Amy E. Weissman, do hereby certify that I have this 23<sup>rd</sup> day of February, 2001, caused to be delivered by first class United States mail, postage prepaid, the foregoing COUNTERPROPOSAL OF GEORGIA PUBLIC TELECOMMUNICATIONS COMMISSION, to the following parties:

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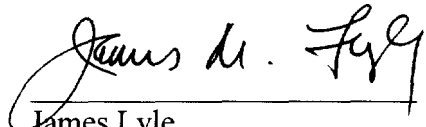
\*BY HAND



## DECLARATION OF JAMES LYLE

I, James Lyle, declare under penalty of perjury that the following statements are true and correct:

1. I am the Executive Director of Georgia Public Telecommunications Commission.
2. I have reviewed the Counterproposal and Petition for Rule Making to which this Declaration is attached. To my knowledge, the factual statements made in the Counterproposal and Petition for Rule Making are true and correct.
3. Georgia Public Telecommunications Commission intends to apply for DTV Channel 4 if the Commission amends its DTV Table of Allotments to substitute DTV Channel 4 for the currently allotted DTV Channel 22 for use by Station WGTV, and will construct its DTV operations for Channel WGTV-DT, Athens, Georgia on Channel 4.

  
James Lyle  
Executive Director, Georgia Public  
Telecommunications Commission

Dated: February 21<sup>st</sup>, 2001



B



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welcome center

**All About PeachStar   Production Services   Original Programming****Education Services****PeachStar Education Services**

PeachStar Education Services is a division of Georgia Public Broadcasting (GPB). Georgia Public Television (GPTV), Georgia's statewide public television network, and Peach State Public Radio, a statewide public radio network, are the other major divisions of GPB.

PeachStar began in 1994 when the Governor and legislature decided to use some of Georgia's Education Lottery revenues for instructional technology. Steerable satellite dishes and other receiving equipment were installed at every public school, college and university, adult technical institute, Regional Public Library and Youth Development Center in the state -- more than 2,000 sites in all.

PeachStar is responsible for maintaining the PeachStar Satellite Network which delivers instructional programming to the 2,000+ downlink sites. PeachStar is charged with using the network to provide schools with a full schedule of high quality educational programming to support learning in Georgia classrooms. PeachStar provides programming all day, every day of the school year, for all grade levels, including postsecondary. PeachStar also offers staff development training for teachers and other educators.

Much of the programming aired on the PeachStar Education Satellite Network is original programming developed and produced by PeachStar, including these award-winning series:

- **Georgia Stories**, for teachers of Georgia History in fourth and eighth grades.
- **Irasshai**, a Japanese language and culture course high school students may take for two years of credit.
- **Irasshai Explorer**, a middle school course that can be used to supplement a social studies class or as an introduction to the study of the Japanese language.
- **SALSA**, a Spanish language and culture series for young learners.
- **Count on It**, a mathematics instruction series for students in primary grades.

All of PeachStar's original programming is supplemented by other instructional materials such as activity books, teacher guides and web sites.

The PeachStar Education Satellite Network is the primary delivery



vehicle for PeachStar productions. However, the videos are also available in boxed sets, and some of the series are broadcast statewide on GPTV, so private schools, home schools and the general viewing public can benefit from the programs.

In addition to producing original programming, PeachStar supplements its satellite schedule with programming purchased from some of the nation's other leading producers. Last year PeachStar provided Georgia schools with 50 science series, 63 history and social studies series, 20 math series, 18 language arts and literature series and eight Foreign Language series, as well as additional programming in art, music, student guidance, ESOL, and health -- plus 38 staff development series for teachers and other educators.

Three years ago GPB upgraded to digital technology, allowing the agency to add two new television channels to its transponder. Today, PeachStar offers full slates of regularly scheduled instructional programming on two channels.

Through PeachStar's Video On Request service, media specialists and classroom teachers can arrange for special re-broadcasts of PeachStar programming. Also, if a teacher is planning a lesson on a particular topic and wants to supplement her lectures with video, she can ask PeachStar to search its library for all titles relating to that topic. The material is put together into a Theme Packet and aired on the special request channel at a time convenient to the teacher.

To further assist media specialists, classroom teachers and other educators, PeachStar:

- Publishes PeachStar Pipeline, a monthly newsletter and program schedule that includes timely articles and an exhaustive listing of all programs that will appear on PeachStar each month of the school year. Twenty-five copies of each issue are sent to each of Georgia's 1800+ public schools.
- Publishes the PeachStar Program Guide which lists all the programs of all the series in the PeachStar library. It also includes contact information on scores of nationally known program providers, technical support information, copyright guidelines and other information useful to educators who want to use video-based instructional materials. One copy is sent to each school, and update pages are mailed periodically.
- Maintains the Satellite Help Desk, a toll-free phone line educators can call whenever they experience technical difficulty with their dish and receivers.
- Maintains the PeachStar web site that includes information on programming, PeachStar services, education links, the current issue of Pipeline and more.
- Publishes Workshop in a Box. Many schools ask PeachStar to visit their school to present workshops on PeachStar services and how best to use video-based instruction. PeachStar's small staff is not able to meet the demand, so a video and other informational materials were developed and are sent to schools